



KNXV

## ORDER

Print Date 07/13/12 Page 1 of 4

**KNXV-TV**  
**PHOENIX**

Contract / Revision 304718 / Wil Cardon for Senate 2012

Original Date / Revision Agency Com 15%

07/13/12 07/13/12 Billing Contact

Advertiser Cardon / Republican / Senator PO Box 288 Alexandria, VA 22312

Agency Media Placement Technology

#### **Buying Contact**

Sales Office FWSDC

**500 N Washington Street - Suite #31**

Alexandria, VA 22314 Agency Ref

### Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
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Dave Lombardo 100%

<u>Order Sep</u>	00:20:00		
<u>Estimate #</u>	TV: 07170723 :30's		
<u>Alt Order #</u>			
<u>Billing Type</u>	Cash		
<u>Order Type</u>	GENERAL		
<u>Billing Cycle</u>	EOM/EOC		
<u>Billing Calendar</u>	BROADCAST		
<u>Demographic</u>	A25-54		
<u>Rev Codes</u>	POL	POL	CAND
<u>Product Codes</u>	PL		
<u>Priority</u>	P-3		
<u>Advertiser Ref</u>			

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	90	\$35,126.25	\$41,325.00	0.00	06/25/12	07/23/12	90	\$35,126.25	\$41,325.00
Totals	90	\$35,126.25	\$41,325.00	0.00					

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	90	\$35,126.25	\$41,325.00	0.00	06/25/12	07/23/12	90	\$35,126.25	\$41,325.00
Totals	90	\$35,126.25	\$41,325.00	0.00					



KNXV

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**KNXV-TV  
PHOENIX**

Contract / Revision 304718 Flight Dates 07/17/12-07/23/12

Hiatus Dates

Original Date / Revision 07/13/12/ 07/13/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07170723 :30's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Totals					
										Rate	Pri	Rtg	Type	Spots	Amount
N 3	KNXV	07/17/12	07/23/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-2222--		8	\$225.00			0.00					
		Week: 07/23/12	07/29/12	2-----		2	\$225.00			0.00					
N 4	KNXV	07/21/12	07/21/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S-		1	\$75.00			0.00					
N 5	KNXV	07/22/12	07/22/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S		1	\$75.00			0.00					
N 6	KNXV	07/17/12	07/23/12	M-F 9am-10am Sonoran Living	CM	9am-10am	11111--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--		4	\$100.00			0.00					
		Week: 07/23/12	07/29/12	1-----		1	\$100.00			0.00					
N 7	KNXV	07/17/12	07/23/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	11111--	:30	5	\$80.00	P-6	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--		4	\$80.00			0.00					
		Week: 07/23/12	07/29/12	1-----		1	\$80.00			0.00					
N 8	KNXV	07/17/12	07/23/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--		4	\$225.00			0.00					
		Week: 07/23/12	07/29/12	1-----		1	\$225.00			0.00					
N 9	KNXV	07/17/12	07/23/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	11111--	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--		4	\$200.00			0.00					
		Week: 07/23/12	07/29/12	1-----		1	\$200.00			0.00					
N 10	KNXV	07/17/12	07/23/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--		4	\$450.00			0.00					
		Week: 07/23/12	07/29/12	1-----		1	\$450.00			0.00					
N 11	KNXV	07/17/12	07/23/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--		4	\$450.00			0.00					
		Week: 07/23/12	07/29/12	1-----		1	\$450.00			0.00					
N 12	KNXV	07/21/12	07/21/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S-		1	\$250.00			0.00					
N 13	KNXV	07/22/12	07/22/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S		1	\$250.00			0.00					
N 14	KNXV	07/17/12	07/23/12		CM	630pm-7pm	11111--	:30	5	\$750.00	P-3	0.00	NM	5	\$3,750.00